

**Welcome to the**  
**SONY Broadcast & Professional Systems**  
**WEB TRAINING PROGRAM**

**Session II**



# Sony Video Distributor Web Training



## Session #2



## Projectors & Plasmas PVM Monitors, LUMA, BRC-300 Service Issues



# Sony 2004 Projector and Plasma line



Distributor training  
John Fisher - SSE



# SONY PROJECTOR LINE

**BRIGHTNESS  
CONFERENCE  
INSTALLATION**

**LIGHT WEIGHT  
PORTABLE  
INSTALLATION**

**VPL-FX51**  
- 5200 ANSI LM  
- XGA



**VPL-PX15**  
- 2000 ANSI LM  
- XGA



**SuperSmart**

**VPL-PX40**  
- 3500 ANSI LM  
- XGA



**VPL-PX35**  
- 2600 ANSI LM  
- XGA



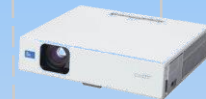
**VPL-CX85**  
- 3000 ANSI LM  
- XGA



**New Additions!!!**

**VPLCX/CS75**

**VPL-CX41**



**VPL-CX/CS75**  
- 2500/2000 ANSI LM  
- XGA



**VPL-EX1**  
- 1500 ANSI LM  
- XGA



**VPL-CS7**  
- 1800 ANSI LM  
- SVGA



**VPL-DS100**  
- 1200 ANSI LM  
- SVGA



**GENERAL MARKET  
CONSUMER / INTERNET  
PORTABLES**

# Target Application

Brightness



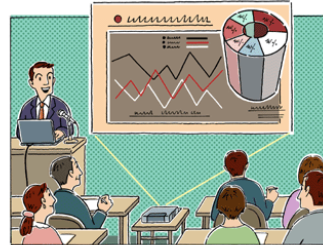
Conference Room  
Presentation Room

Auditorium  
Rental/Staging



○ FX51

Class Room



○ PX40

Meeting



★ CX85

★ CX70/CX75

○ PX35

Carry-out



○ PX11

○ PX15

○ CS7

○ ES1

○ EX1

Price



# VPL-DS100



- 1200 ANSI LUMENS
- SVGA RESOLUTION (800X600)
- 165W UHB LAMP
- 6.3LBS
- .62 INCH 3 PANEL LCD
- MOBILE USER / **CORPORATE MEETING**
- 40" TO 150" SCREEN SIZE (12.5')
- 5' TO 23' THROW DISTANCE
- MONITOR OUT

# VPL-CS7

- **Intelligent Auto Setup**
- **Quiet Operation**
- **Short focal lens with x1.2 zoom**
- **Password Security**
- **Control Panel Key Lock**
- **HDTV/DTV**
- **Monitor Out**
- **Off & Go**
- **40" to 300" screen**
- **0.62" panel**



# VPL-EX1

- 1500 ANSI LUMENS
- XGA RESOLUTION (1024 X 768)
- 165W UHB LAMP
- 5.5LBS
- .07 INCH 3 PANEL LCD
- MOBILE USER / **CORPORATE MEETING**
- 40" TO 150" SCREEN SIZE (12.5')
- 5' TO 23' THROW DISTANCE





# SUPERLITE PROJECTORS

## Auto Set Up

**THE ONLY PROJECTORS WITH ONE TOUCH AUTOMATIC SET UP**



**Auto Lens Cap**

**Auto Angle Adjustment**

**Auto Input Search**

**Auto Keystone Correction**

**Auto APA (Pixel Alignment)**

**Auto focus on CX70/75**



# VPL-CX70

- 2000 ANSI
- Full auto setup
- Auto focus, tilt, keystone
- Sideshot
- Security function
- USB control
- 0.79" panels



# VPL-CX75

- 2500 ANSI
- Auto focus, tilt, keystone
- Sideshot
- Security function
- Airshot 802.11 wireless
- Memory stick
- USB control
- 0.79" panels



# Air Shot™ Wireless CX75/CX85 Only

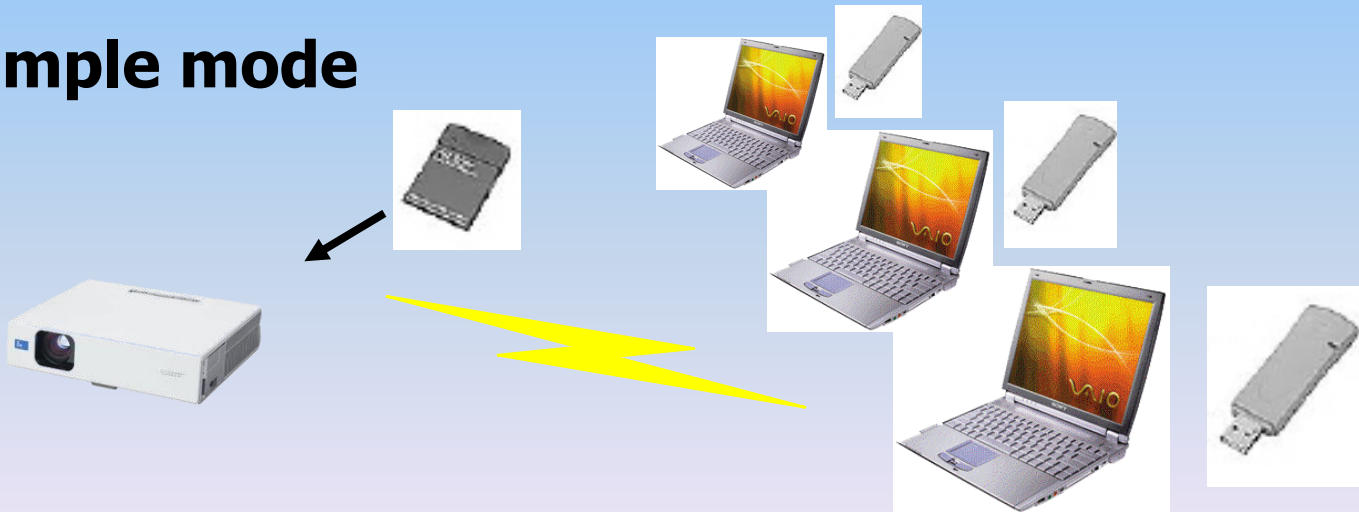


**Easy to use**    Easy to connect and operate = Simple Mode!

**Security**        Secure transmission and less interference

**Speed**            High speed image transfer & Quick response

**Simple mode**



## USB wireless LAN module

# VPL-CX75/CX85

## Memory Stick Media

- Presentations without a computer
- Easy display of images
- Great for interfacing with a digital camera



# VPL-CX85



- 3000 ANSI LUMENS
- XGA RESOLUTION (1024 X 768)
- 190W UHP LAMP
- .79 INCH 3 PANEL LCD
- Ethernet with Airshot software
- APROX 8.4 LBS
- RS232C CONNECTION
- Dual RGB, COMPOSITE & S-VIDEO
- Monitor out
- Powered lens/power setup
- Side shot/ Password protection
- Memory stick
- 1 watt speaker

# VPL-PX15



- **2000 ANSI LUMENS**
- **XGA RESOLUTION (1024 X 768)**
- **200W UHP LAMP**
- **.9 INCH 3 PANEL LCD**
- **APROX 11 LBS**
- **NETWORKING – IP ADDRESSABLE**
- **BUILT IN WINDOWS CE BOARD**
- **WIRELESS/WIRED NETWORKING**
- **40 TO 300 INCHES VIEWABLE AREA (MEASURED DIAGONALLY)**

# VPL-PX35

- 2600 ANSI LUMENS
- XGA RESOLUTION (1024 X 768)
- 265W UHB LAMP
- 3000 HOURS USAGE
- 16.10 LBS
- .99 INCH 3 PANEL LCD
- 4 RGB INPUTS (DVI-D) 1 MONITOR OUT
- CORPORATE MEETING / INSTALL
- NETWORKING (IP ADDRESSABLE & RS232C)
- 40" TO 300" SCREEN SIZE (12.5')





# VPL-PX40

- 3500 ANSI LUMENS
- XGA RESOLUTION (1024 X 768)
- 265W UHB LAMP
- 3000 HOURS USAGE
- 16.10 LBS
- .99 INCH 3 PANEL LCD
- 4 RGB INPUTS (DVI-D) 1 MONITOR OUT
- CORPORATE MEETING / INSTALL
- NETWORKING (IP ADDRESSABLE & RS232C)
- 40" TO 300" SCREEN SIZE (12.5')



# VPL-FX51



- 5200 ANSI LUMENS
- XGA RESOLUTION (1024 X 768)
- 300W UHP LAMP
- 1.3 INCH 3 PANEL LCD
- APROX 23.2 LBS
- NETWORKING – IP ADDRESSABLE
- BUILT IN WINDOWS CE BOARD
- WIRELESS/WIRED NETWORKING
- 40 TO 300 INCHES VIEWABLE AREA (MEASURED DIAGONALLY)

# WIRELESS PROJECTORS

VPL-PX15, FX51, CX85, CX75

- “Cable less” between PJ and PC
  - Neat and Smart
  - No need to pass cable when changing presenter
  - No trouble to switch image



# Frequently Asked Questions

- Is PJNET a Sony software?

Answer: Yes, Sony Engineers designed this specifically for Sony Projectors and it ONLY works on Sony Projectors)

- Is PJNET included with the Sony Projectors?

Answer: No, It's an Option

- If you add a Sony Projector onto a network that is using PJNET, will it be able to read the real lamp life?

Answer: Yes

- What technology does the cable-less system use for the PX15 and FX51?

Answer: 80211b via a PCM-CIA card

# PFM monitors

Line Up

# Elements of our High Quality Image

Glass Filter

Panel

Circuit H/W

Circuit S/W

Picture  
Optimization  
Know how

Sony's Strong Competitive  
Advantages



**Natural & Real Color  
Reproduction**



**TWO** Emmys won for  
Front of Screen Excellence

# Sony Outperforms the Competition

Competition



Sony



**Bright and Outstandingly Vivid Video, with Rich Colors**

Some of the competition have very good Contrast Ratio and Brightness **specs**  
=>But in normal use, the **performance** is not as good as Sony's

**Sony Color is Richer**

**Side Effect**  
Gold Color  
Looks Silver



**Sony Shows Gold Color**

# The New PFM-42V1

- 852:480 pixels
- Built in audio
- Split screen Computer/video
- Side mounted controls
- Bottom mounted inputs
- RS232
- Compatible with NSP100





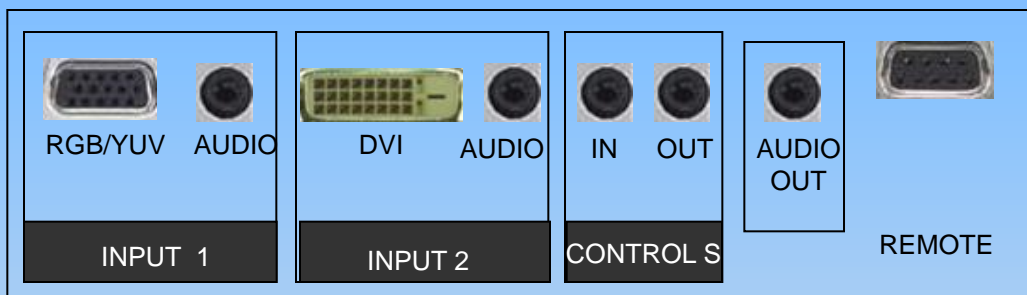
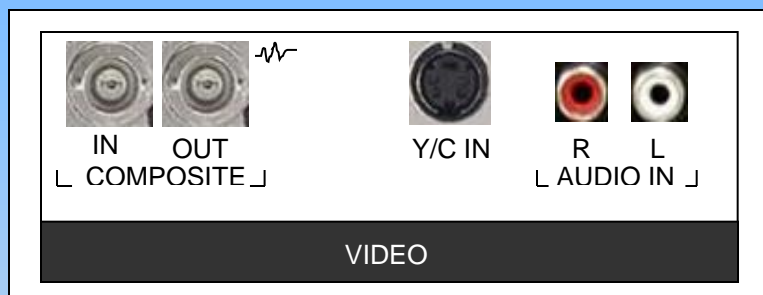
# PFM-42V1 accessories

- BKM-V11 component input board with BNC connectors
- SPM-TRI Table mount
- WALLBRACKET
- PLP-91/C
- SSP20/B or /S speakers

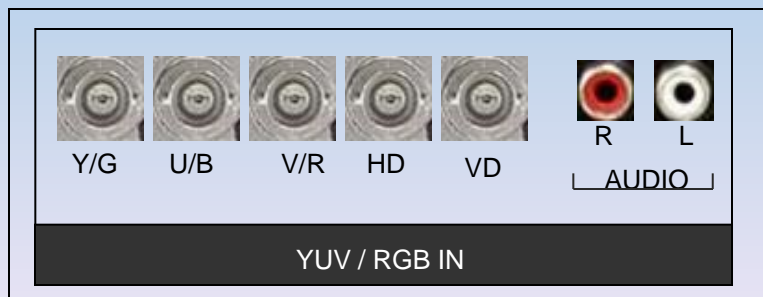
# PFM 42V1

## INPUTS/OUTPUTS & OPTION BOARD

- Connector Panel



- Option Board – BKM V11



# New 60000 hour panel products

PFM-42X1/B

Black Bezel

PFM-42X1/S

Cool Silver Bezel

FWD-50PX1/B

Black Bezel

FWD-50PX1/S

Cool Silver Bezel

# PFM-42X1 New Features

## 1. XGA 1024 x 768 Progressive Panel (aspect ratio 16:9)

- Ideal for PC & HD content (not interlaced)
- Contrast increased 300% from PFM-42B2!
- Colors increased from 16.7 million to 1.07 BILLION

## 2. Adds Speaker Capability!

- Built in 7W + 7W digital amplifier
- Optional matching speakers

## 3. PFM-42V1 chassis

- Same style
- Same option boards, same mounting brackets

## 4. Picture and Picture

- Functions with all possible input combinations



# PFM-42X1 New Features

## 5. Additional burn-in reduction features

- Adjustable background tone

## 6. New Option Boards

- Component / RGB active loop-through
- 5-BNC Component input

## 7. New input and control

- Digital DVI-HDCP & Analog HD-15
- DDC-2CI allows additional display control capability

## 8. Improved panel life

- 60,000 Hours, is the longest panel life offered
- Compared to 25,000 hours on previous chassis



# Front View PFM-42X1



With Current Optional Speaker (SS-SP20B)

Exactly same ID (same bezel, same color) as 42V1

# FWD-50PX1 New Features

## 1. WXGA 1280 x 768 Progressive Panel

- Ideal for PC and HD content
- Colors increased from 16.7 million to 1.07 BILLION

## 2. Image performance is greatly improved

- Significant increase in both brightness (70%) and contrast (50%)
- No solarization and false contouring

## 3. Matched Speaker Size and Design

- Optional speakers are the same size as the display
- Built in 7W + 7W digital amplifier

## 4. Completely New Look

- Very Stylish
- Clean rear panel with cable covers and routing



# FWD-50PX1 New Features

## 5. Additional burn-in reduction features

- Adjustable background shade

## 6. Many Optional Boards and Accessories

- Component / RGB active loop-through
- 5-BNC Component input
- Network Management Card BKM-FW31





# Views of FWD-50PX1



Shown with Optional Speaker (SS-SP50FW/W)

Speakers are available in both  
Pearl White and Silver colors

SS-SP50FW/W - Pearl White  
SS-SP50FW/S - Silver

New Design with Very Clean Rear Panel  
All Connections are Cleanly Hidden



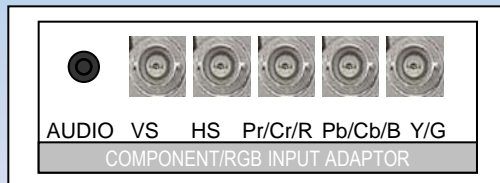
# Option Cards

## 1. PFM-42V1 and PFM-42X1

- **BKM-V11 – Component / RGB with 5BNC's (allows for two Component / RGB inputs)**
- **BKM-V12 – Component / RGB Active Loop Through**

## 2. FWD-50PX1

- **BKM-FW11 – Component / RGB with 5BNC's (allows for three Component / RGB inputs)**
- **BKM-FW12 – Component / RGB Active Loop Through**
- **BKM-FW31 – Network Management**



**BKM-V11 & BKM-FW11**

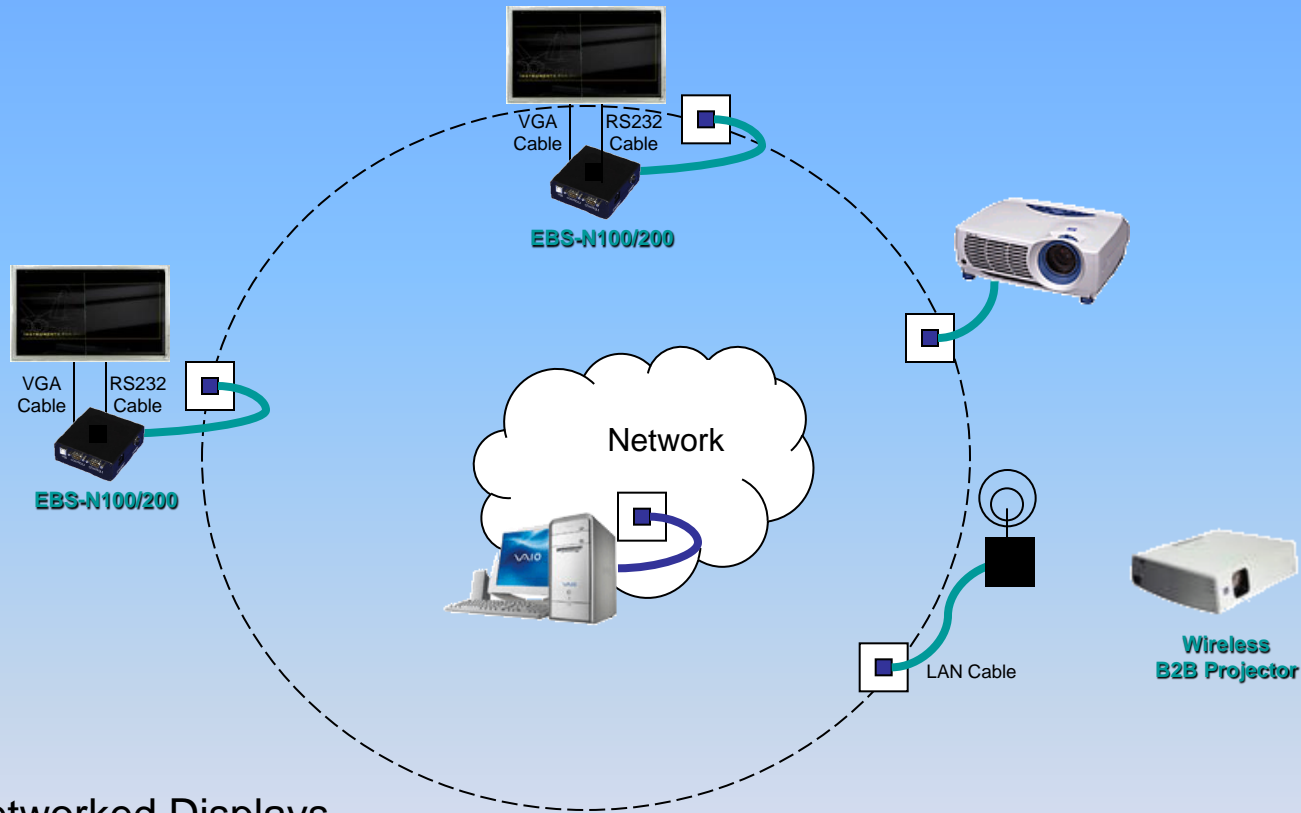


**BKM-V12 & BKM-FW12**



**BKM-FW31**

# Network Product Strategy



- Full Line of Networked Displays
- Transform PJNET to something like “Sony Visual Network” (SVN)
  - Plasma / LCD Projector Network
  - IP Addressing / Status and Control
  - Optional Streaming Content and open-source RD

# EBS-N100 - Network Management Device

## 1. New Network Devices for the PFM Plasma Series

- Allows for Status and Control via IP

## 2. Compatible with Existing Sony Networks

- Provides connectivity with PJNet!
- Manage and control up to 255 PlasmaPro™ and LCD projectors.

## 3. Control Sony Displays and Projectors

- Web page, Display Commander, or PJNet!

# EBS-N200 - Network Streaming Content Device

## 1. New Network Device for the PFM Plasma Series

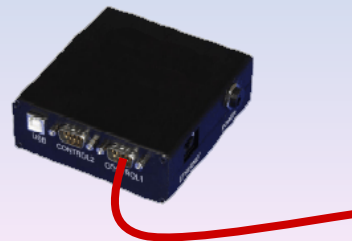
- Allows for Status, Control & Streaming Video via IP

## 2. Offers solutions for Education, Conference Rooms, Kiosks, Signage

- Provides connectivity with PJ Net
- Integrated play lists can contain MPEG2/1, JPEG's, and URL's

## 3. Ability to play and control MS PowerPoint for conference rooms

- Uses Remote Display
- Ability to extend a PC's VGA port to any display on the network!



# BKM-FW31 – Internal Network Management Device

## 1. New INTERNAL Network Management Device for the FWD Plasma Series

- Allows for Status & Control via IP
- Internal single card slot solution

## 2. Offers solutions for Education, Conference Rooms & Large Facilities

- Provides connectivity with Sony PJNet! networking software
- Ability to monitor and control up to 255 PlasmaPro™ displays and projectors

# EBS-SP10 TV Tuner with Hotel Networking

## 1. Stand alone TV Tuner that works with all PlasmaPro™ Displays

- Provides connection to cable and over the air broadcasts
- 181 Channel CATV Tuner
- Internal Picture & Picture capability

## 2. Hospitality functions

- Allows connectivity to all major hotel VOD systems
  - OnCommand, LodgeNet, Hospitality Network, and others

**This product allows us to sell into Hotel Guest Rooms!**

**This is the first true guest room solution Sony has ever offered!**

Questions?





# Luma/PVM

Web Training 9/9/2004

Alan Paterson, Product Manager



## **PVM**

### **Professional Grade**

L1 Series

L2 Series

L3 Series

L5 Series



## **LMD (LUMA) Series**

### **LCD Monitors**

System Monitors

Rack Kits

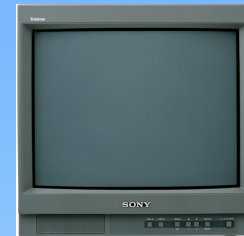




# Professional Monitors (PVM)

# PVM Lineup

- PVM L1 Series
  - PVM 9L1
  - PVM 14L1
  - PVM 20L1
- PVM L2 Series
  - PVM 9L2 (250 TVL)
  - PVM 9L3 (450 TVL)
  - PVM 14L2
  - PVM 20L2
- PVM L5 Series
  - PVM 14L5/1
  - PVM 20L5/1

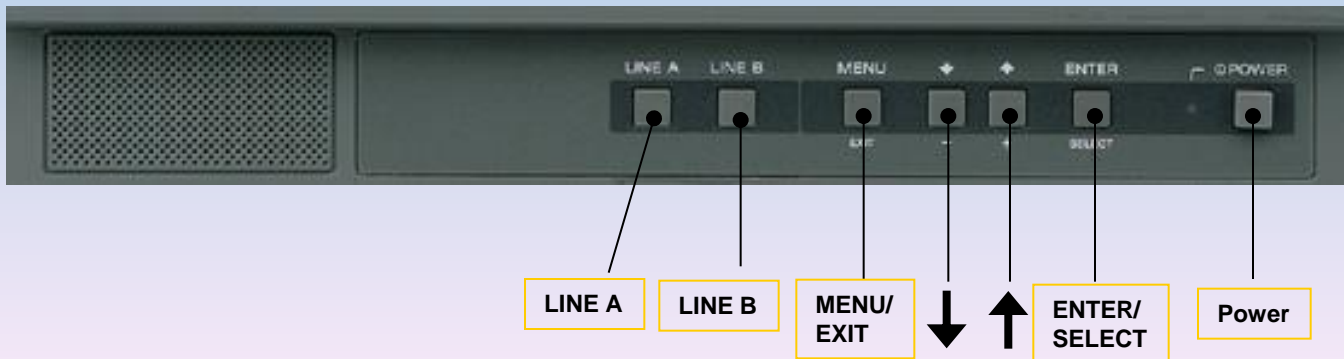


# PVM L1 Series

- 20, 14, & 9 inch models
- Trinitron CRT
  - Higher Resolution w/better uniformity
- Displays NTSC & PAL
- World Wide Power Supply
- RJ 45 Remote connection
- Low Cost



# PVM L1 Series



# PVM L1 Series



Parallel Remote

AC IN



LINE A

LINE B

# PVM L1 Series

- Menus

1<sup>st</sup> page

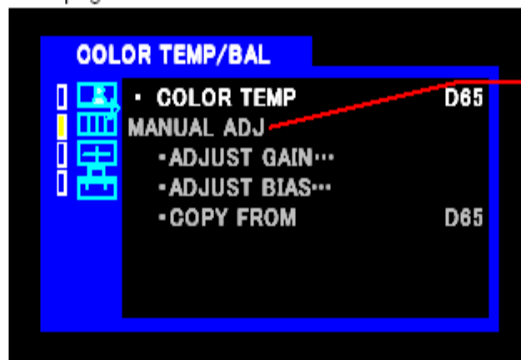


3<sup>rd</sup> page



4:3, 16/9

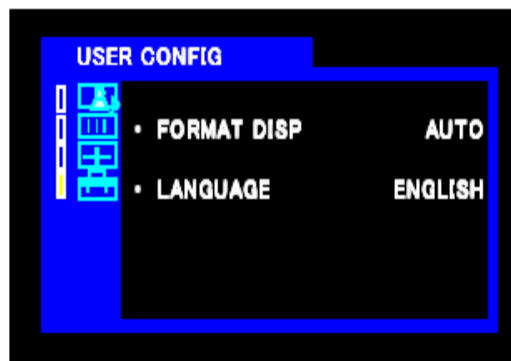
2<sup>nd</sup> page



D65, D93, USER

D65, D93

4<sup>th</sup> page



AUTO, ON, OFF

ENGLISH, FRANCAIS, ITALIANO,  
ESPAÑOL, DEUTSCH, JAPANESE



# PVM L2 Series

- 20, 14, & 9 inch models
- 600 TVL CRT
- Multiple production functions
  - Underscan
  - Blue Only
  - H/V Delay
  - Closed Caption can be added
- Option Slot
  - SDI
  - SDTI/MPEG
  - DV
  - 2<sup>nd</sup> RGB
- RGB/Y R-Y, B-Y input

# PVM L2 Series



# PVM L5 Series

- 800 TVL w/SMPTE C Phosphors
- Multiformat
  - NTSC & PAL
  - 480/60i & 480/60p
  - 720/60p
  - 1080/60i & 1080/24Psf
- Reduced Cabinet Height
- Closed Caption decoder included

# PVM L5 Series

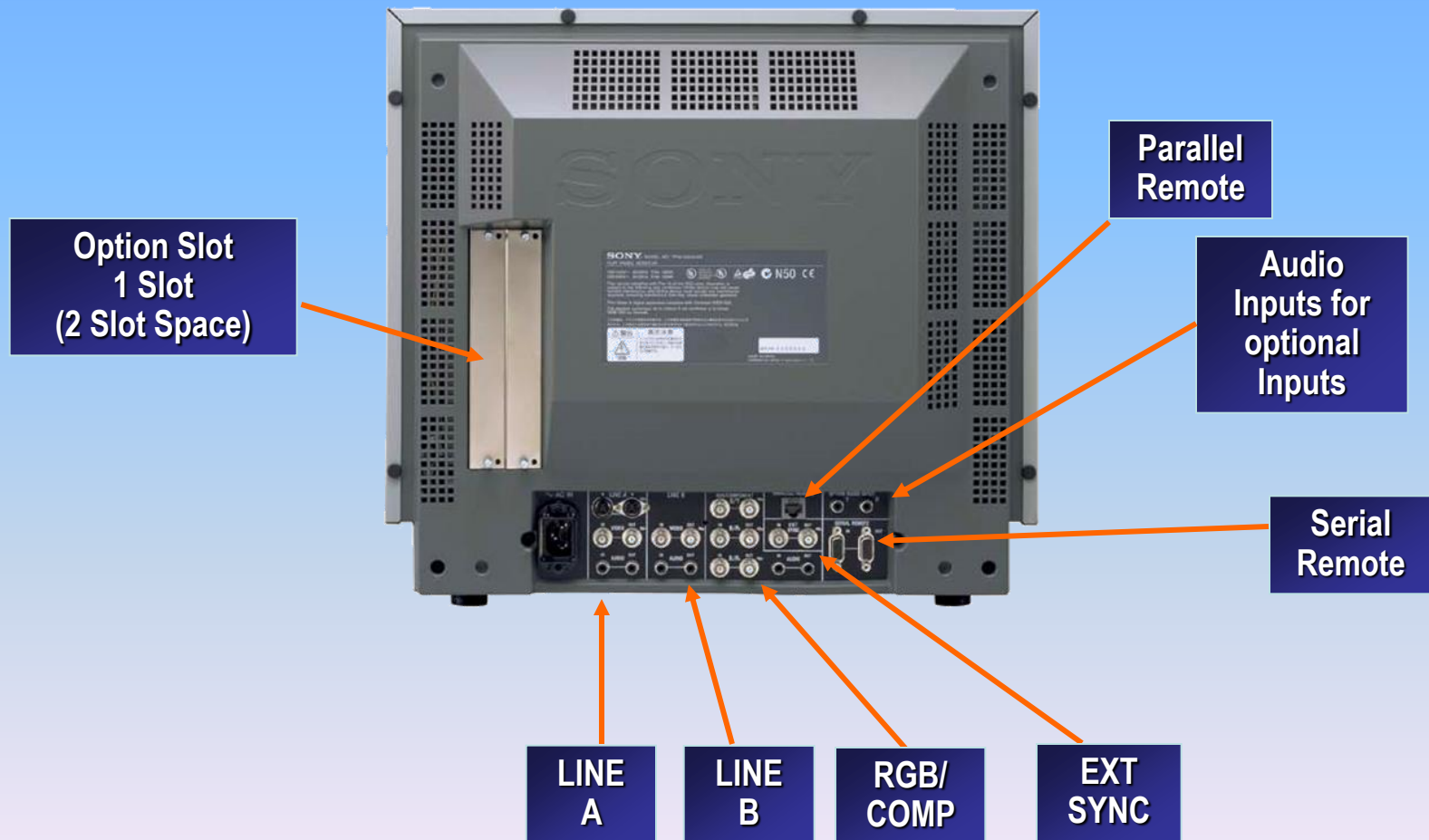


PVM 20L5/1



PVM 14L5/1

## *Rear Panel*



# LMD Lineup

- LMD-170W
- LMD-210
- LMD-230W
- LMD-320W
- LMD-440
- LMD-530
- LMD-650
- LMD-720W

# LMD Lineup – LMD-170W

- 17" Viewing Area, 16:9 Format
- 1280 x 768 Resolution
- Multi Format NTSC/PAL
- Worldwide Power Supply 100~240VAC 50/60Hz
- Optional Interface Cards for SDI, i.Link®, HDSDI
- 2-Piece design with separate MEU



# LMD Lineup – LMD-210

- 21” Viewing Area, 4:3 Format
- 1024 x 768 Resolution
- Multi Format NTSC/PAL
- Worldwide Power Supply 100~240VAC 50/60Hz
- Optional Interface Cards for SDI, i.Link®, HDSDI
- 2-Piece design with separate MEU





# LMD Lineup – LMD-230W

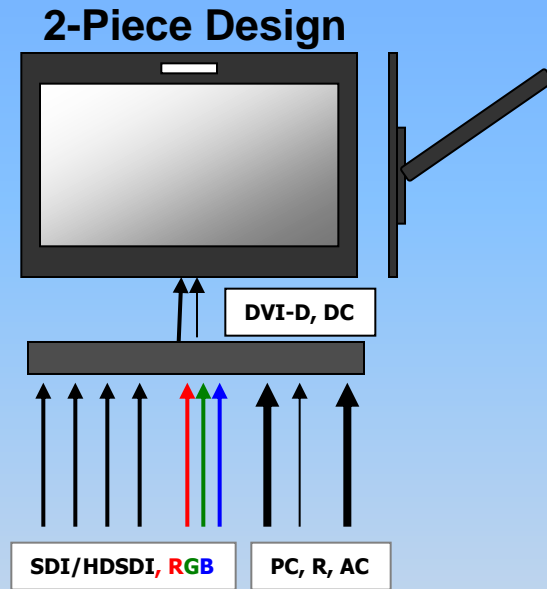
- 23" Viewing Area, 16:9 Format
- 1280 x 768 Resolution
- Multi Format NTSC/PAL
- Worldwide Power Supply 100~240VAC 50/60Hz
- Optional Interface Cards for SDI, i.Link®, HDSDI
- 2-Piece design with separate MEU



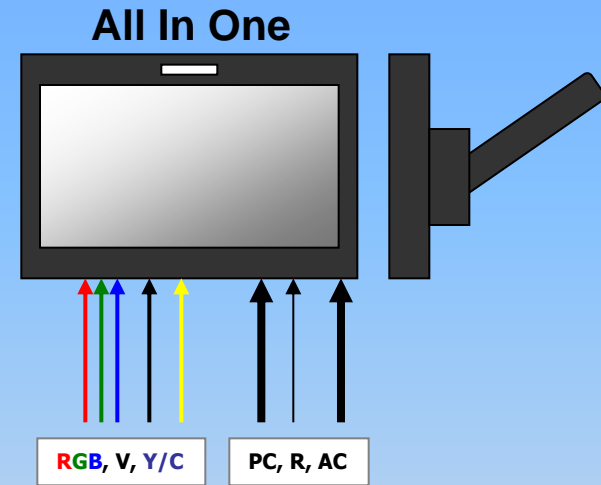
# LMD Lineup – LMD-320W

- 32" Viewing Area, 16:9 Format
- 1280 x 768 Resolution
- Multi Format NTSC/PAL
- Worldwide Power Supply 100~240VAC 50/60Hz
- Optional Interface Cards for SDI, i.Link®, HDSDI
- 2-Piece design with separate MEU





Thinner Display  
Simpler Wiring  
More room for options  
More room for processing

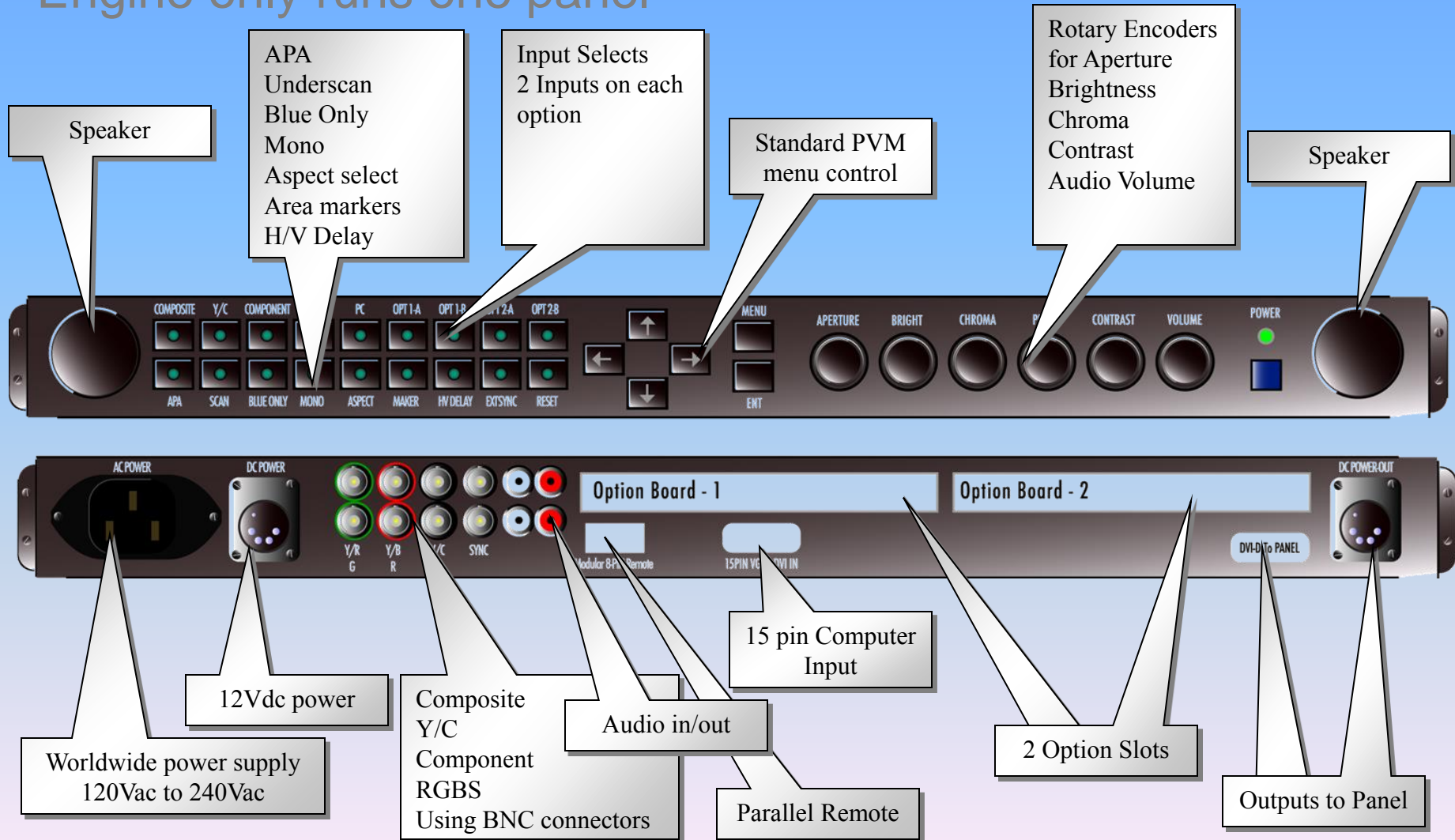


All cables go to the head  
Power supply in display  
Heavier  
Deeper  
More heat

# Multi-Format Engine

Panel & Multi-Format Engine are one package

Engine only runs one panel



# Panels

IPS Panel

3 Color Tally

High Impact  
AR Panel

75mm  
VESA Mount

Panel Power  
Input

Video Data Port



# LMD 170W/210/230W/320W Options



- BKM 220D
  - Simple SDI input
  - 525/625 only
  - \$321

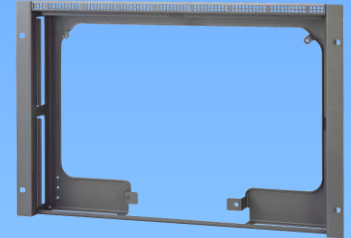


- BKM 243HS
  - SD/HD Digital input
  - Audio Decoding
  - 525/625/720/1080
  - \$1267



- BKM 255DV
  - IEEE 1394/iLink Input
  - Audio Decoding
  - SD only
  - \$386

- MB 522
  - Rack Kit for LMD 170WS
  - \$143



- SU 558
  - Table stand for 170/230
  - \$130



- SMF 600
  - 10 Meter cable for 170/230
  - \$162



# Small LCD

LMD-720W

2 x 7-inch (16:9) LCD Monitor



LMD-650

Single 6.5-inch LCD Monitor



LMD-530

3 x 5.6-inch LCD Monitor



LMD-440

4 x 4-inch LCD Monitor



# Features

- NTSC/PAL Display
- 16 : 9 Panel (Only LMD-720W)
- Analog composite input (with passive loop-through output)
- SDI Option (no loop-through)
  - Not available on LMD 650
- 3 Color Tally Lamp
  - Mounted to MB 506 for LMD 650





# Features

- Includes tilting brackets
- 3 RU height for 720W & 530
- 2 RU for LMD 440
- Optional SDI Input
  - BKM 320D
  - Not built in!
  - Can be added later



# LMD 440

Vertical Knob Layout

3 Color Tally

Tilt swivel included



Passive loop through

RJ 45 Parallel Ctl



12Vdc Input

120Vac Power Block

Less than 2 inches deep

Only 2RU tall

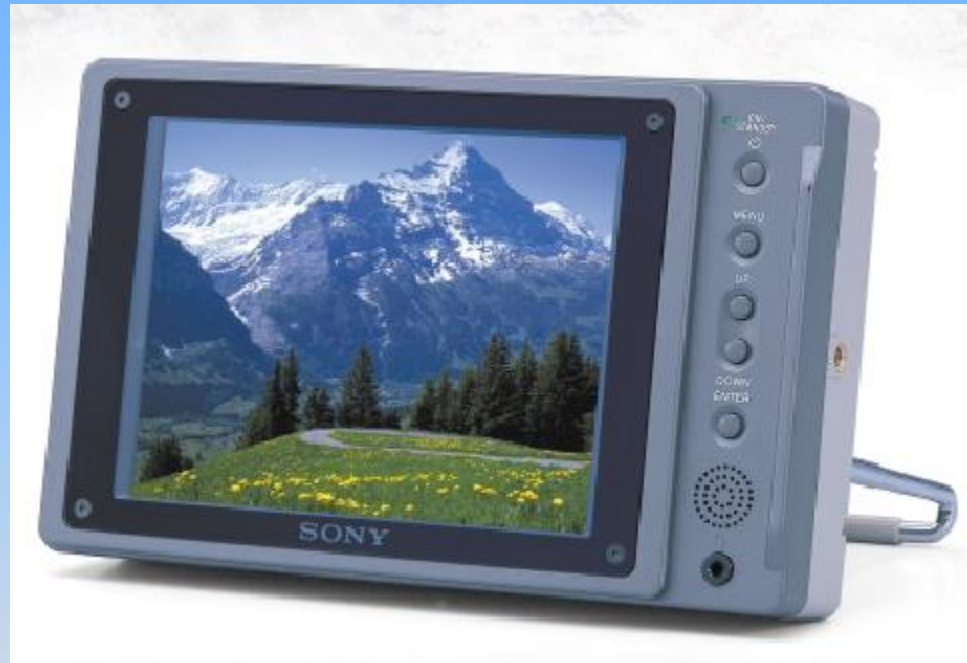
# LMD 530



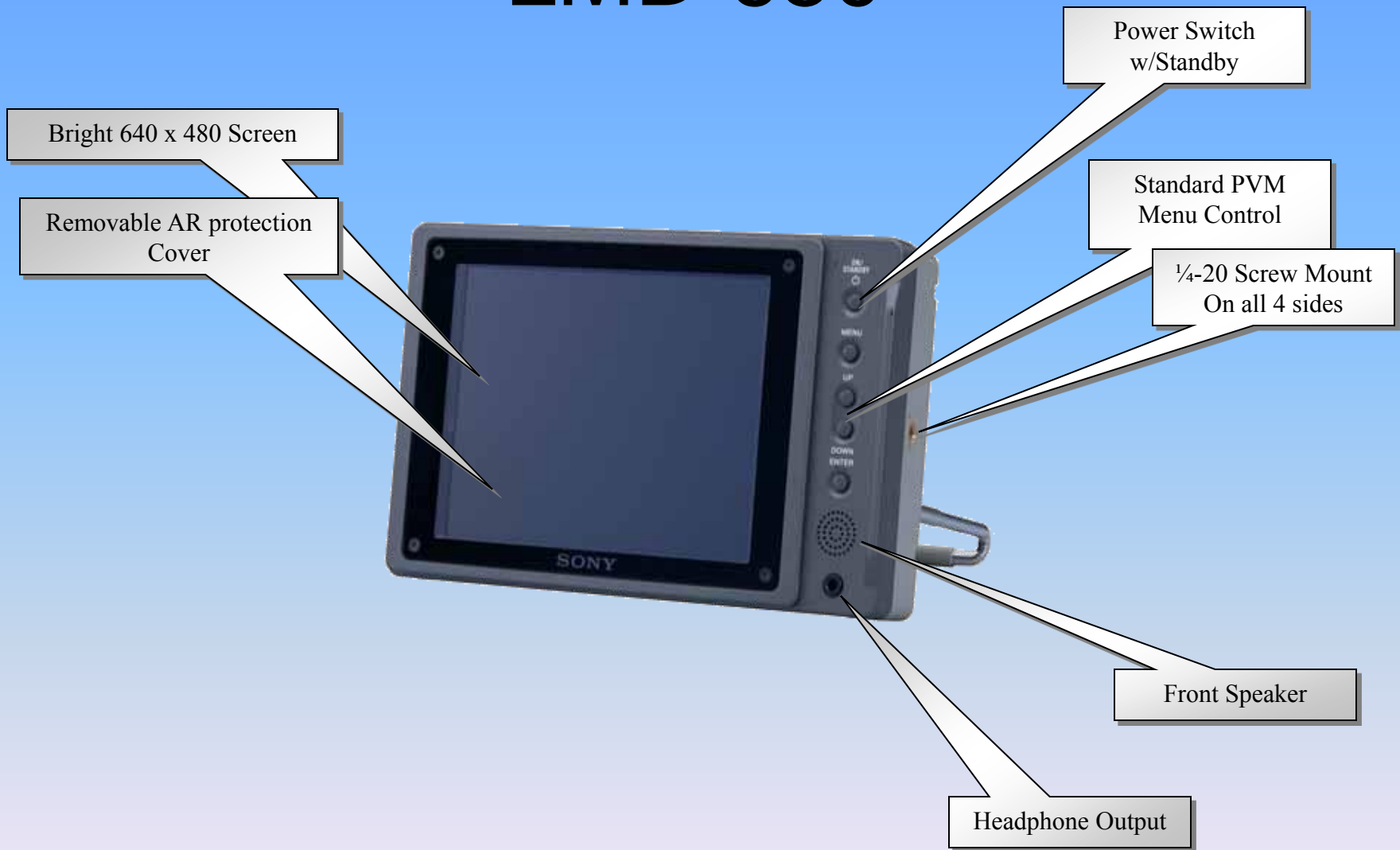
# LMD 720W



# LMD 650



# LMD 650



# LMD 650 Features

- Can be used for viewfinder, field or studio applications
- Composite and Y/C inputs
- Underscan and safety marker
- Audio input with amp and speaker
- BPL battery, 12Vdc or 120Vac operation
- Parallel remote input
- Rack mountable with optional MB 506
- Table stand included
- Hood included

Rear Panel



# LMD 650 Rack Kit

- MB 506
  - Rack Mount for 2 LMD 650s
  - Includes tally & blank panel
  - \$101





# BRC-300



# What Is The BRC-300?

- The BRC-300 is...
  - A brand-new concept PTZ camera which is quite different from traditional DXC cameras
  - A Sony branded camera which is different from non-branded EVIs
  - For REMOTE SHOOTING applications

# New Model Prefix

- *BRC-\*\*\*\**
  - Brilliant, Broadband, B&I
  - Remote, Robotics
  - Camera



# Product concept



- High quality, High resolution PTZ camera with Mega Pixel 3CCD for remote shooting
- Optional interface cards for connection flexibility
- Cover remote shooting market from short distance to long distance
- Simple installation, easy set up
- Easy control with dedicated joy stick controller
- Desktop mount and ceiling mount

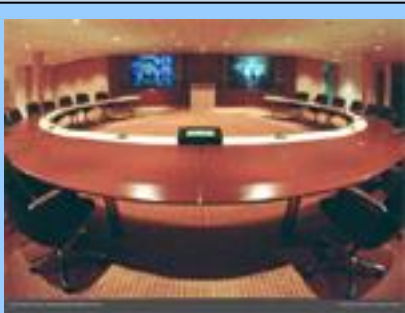
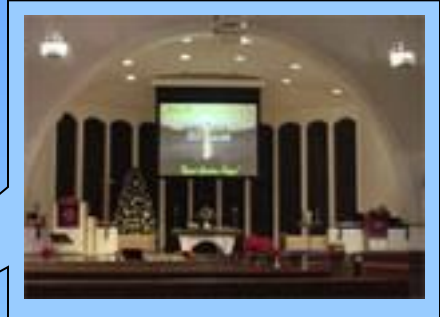
# Specifications – BRC-300

- Camera
  - 1/4.7" 1.07 Mega pixels 3CCD
  - Aspect ratio: 4:3/16:9 switchable
  - Horizontal resolution: 600 TVL (4:3)
  - S/N ratio: more than 50dB
  - Min illumination: 7 lux
  - Zoom: Optical 12x, Digital 4x
  - AE: Program, Auto, Manual
  - Wide conversion lens (VCL-HG0737X)
  - Auto focus
- Video output
  - VBS, Y/C
- External sync
  - VBS
- Optional card slot
  - Easy choice on market demand
  - Common card with BRU-300 MIU
- RS-232C (VISCA protocol)
- RS-422 (VISCA protocol)
- Ceiling / Desktop mount
- Image Flip (embedded memory)
- Daisy chain up to 7pcs



# Target market

**CATV studio**  
**House of worship**  
**University /**  
**Corporation**  
**Conference hall**  
**Board room**  
**Event hall**



# Main feature – BRC-300 (1)

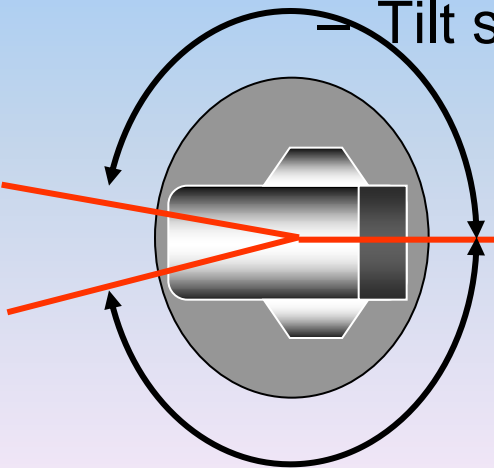
- Video output
  - VBS, Y/C – Native Outputs
- External sync input
  - VBS
- Option card slot for RGB, SDI and Fiber Optic
  - Easily scaleable to existing systems or design into new
- Ceiling / Desktop Mount with Image Flip feature
  - Can be built easily into existing building architecture
- RS232C/RS422 Control
  - Common control format – easy control from other manufacturers systems - AMX – Crestron – Telemetrics
- Daisy chain up to 7 cameras on same controller
  - Economic for small systems



# Main feature – BRC-300 (2)

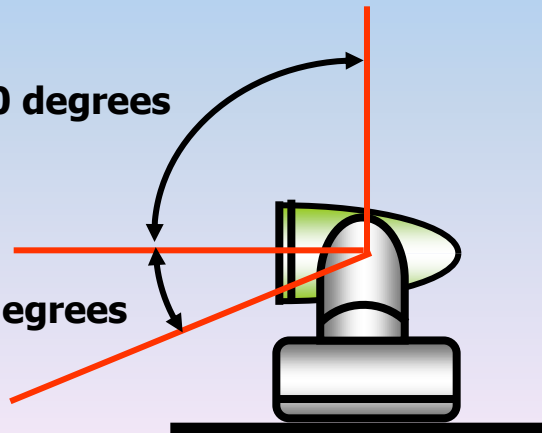
- Pan/Tilt performance
  - Pan angle : -170 to +170 degrees
    - Almost complete circle
  - Tilt angle : -30 to +90 degrees
    - 90 degrees down – can be used as document camera when ceiling mounted
  - Pan speed : Variable 0.25-60 degrees/sec – Faster than competition
  - Tilt speed : Variable 0.25-60 degrees/sec

**340 degrees**



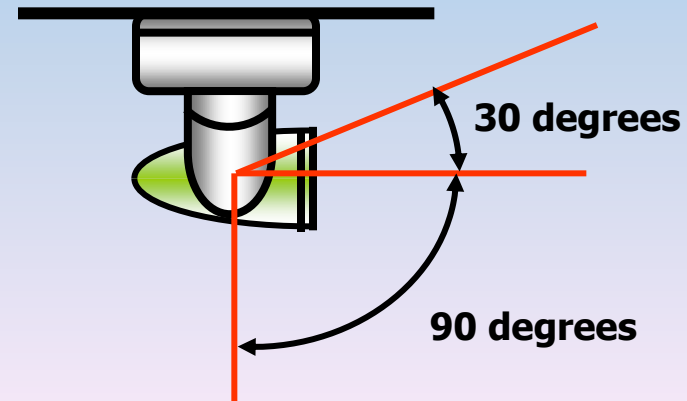
**90 degrees**

**30 degrees**



**30 degrees**

**90 degrees**





# Main feature – MIU (Multi-Interface Unit) BRU-300

- Optical transceiver
  - Optical fiber cable CCFC-M100 (100m)
  - Extension up to 500m (1670feet)
    - One cable for control and video!
- Video output
  - VBS, Y/C Native
- External sync
  - VBS
  - Loop through
- Option card - 2 slots
  - Scaleable to market demand
  - Common card with BRC-300
- Control (VISCA)
  - RS-232C / RS-422
- Daisy chain, up to 7pcs



# Main feature

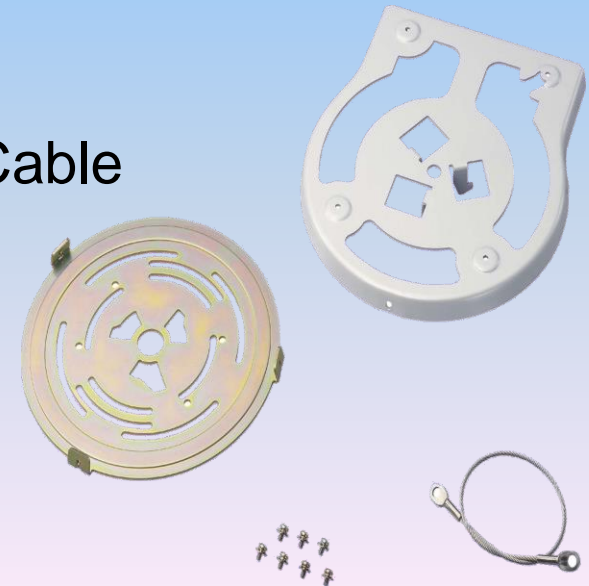
## Dedicated joystick controller – RM-BR300

- Product concept
  - Simple and easy control
  - Stylish SONY design
- Available cameras
  - Cameras using VISCA protocol
    - BRC-300
    - EVI series (D30, D70, D100)
    - SNC-RZ30N
- Interface
  - VISCA protocol
    - RS-232C: VISCA 8p connector
    - RS-422\*: 9p connector (Phoenix)
  - \* long distance, high speed communication
  - Switcher control output – enables switching of Extron type video switcher (contact closure)
- Main control items
  - Pan
  - Tilt
  - Zoom
  - Bright level
  - Focus
  - White Balance (R, B)
  - Camera select (7 cameras)
  - Position preset
  - Menu



# Supplied Accessories

- BRC-300 Camera
  - IR remote controller
  - AC power adaptor
  - Ceiling Mount Kit
- BRU-300 – Multi Interface Unit
  - AC cable
  - VISCA 8p-8p cable (3m)
- CCFC-M100(100m) – Optical Fiber Cable
  - Joint connector
- RM-BR300 – Remote Control Unit
  - VISCA 8p-8p cable (3m)
  - AC power adaptor



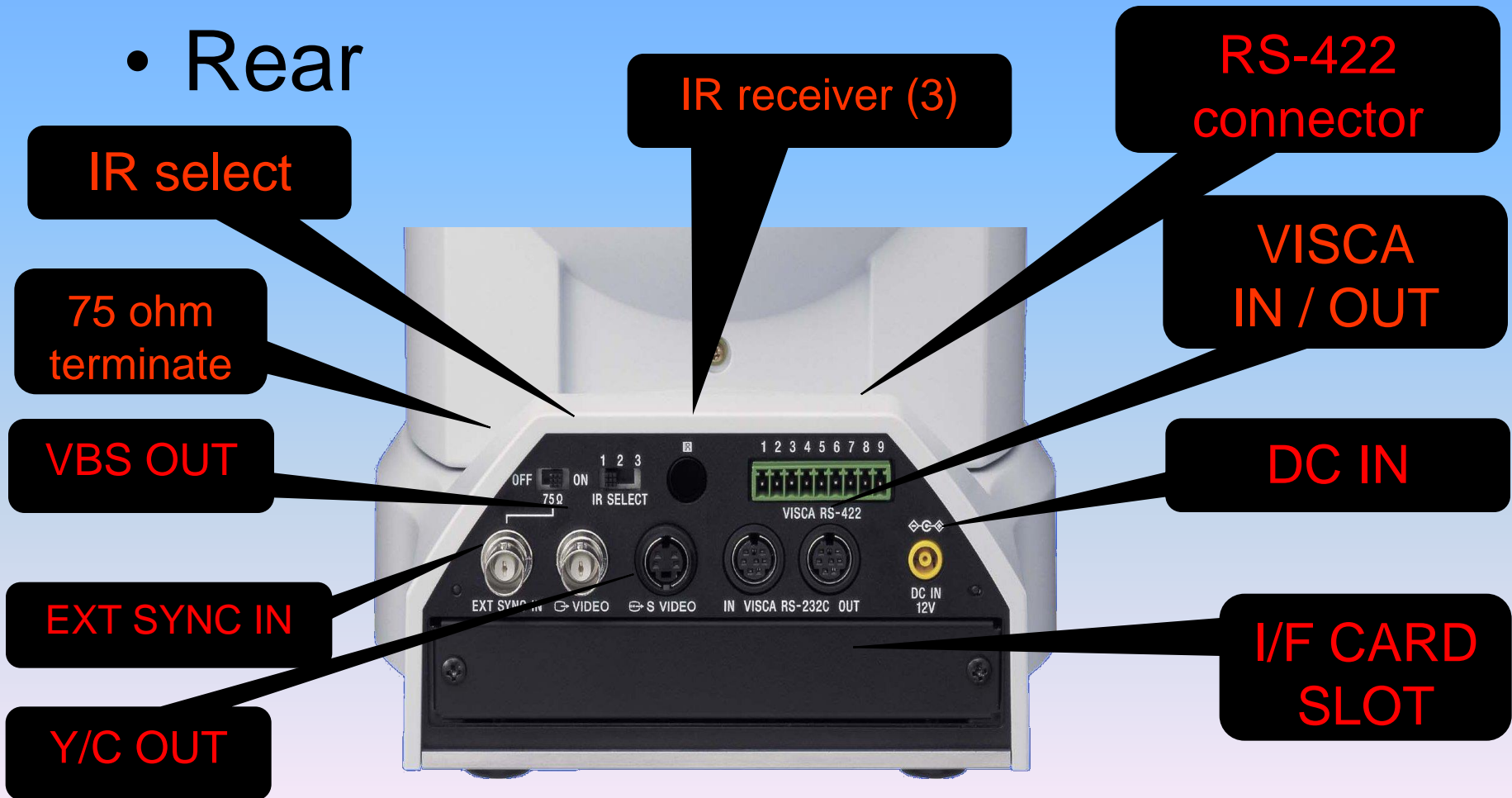
# Appearance – BRC-300

- Front



# Appearance - BRC-300

- Rear



# Appearance - BRU-300

Rear

Option card slots

Half rack size

AC Inlet

VISCA IN/OUT

Camera Fiber Connection

RS-422 connector

Y/C OUT

VBS OUT

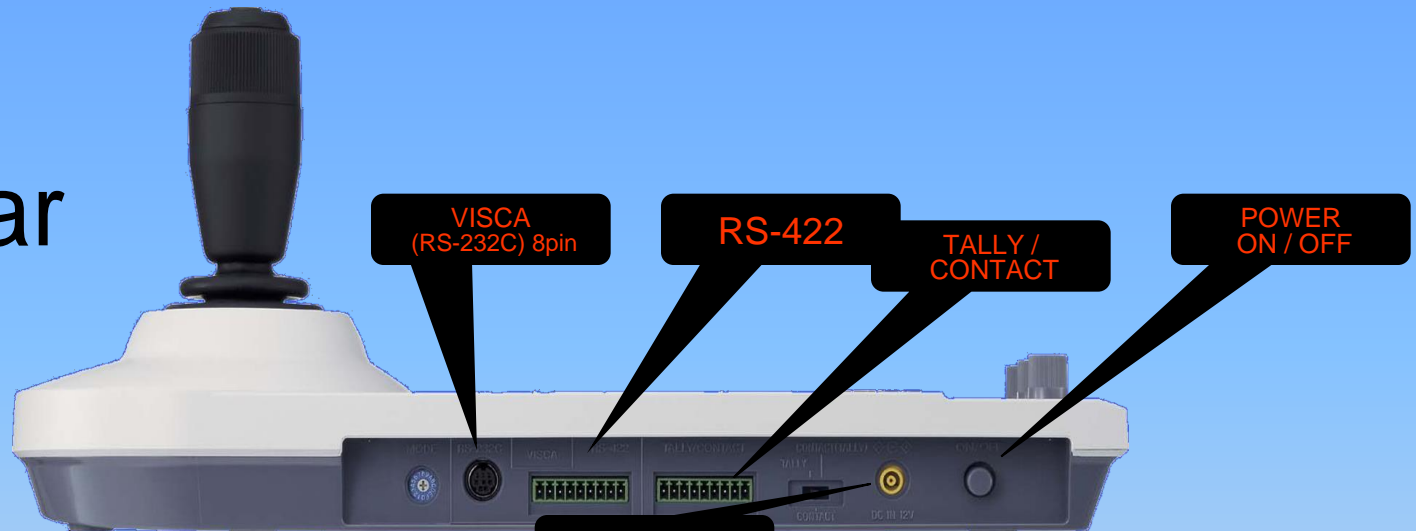
EXT SYNC IN /  
loop through OUT

2U

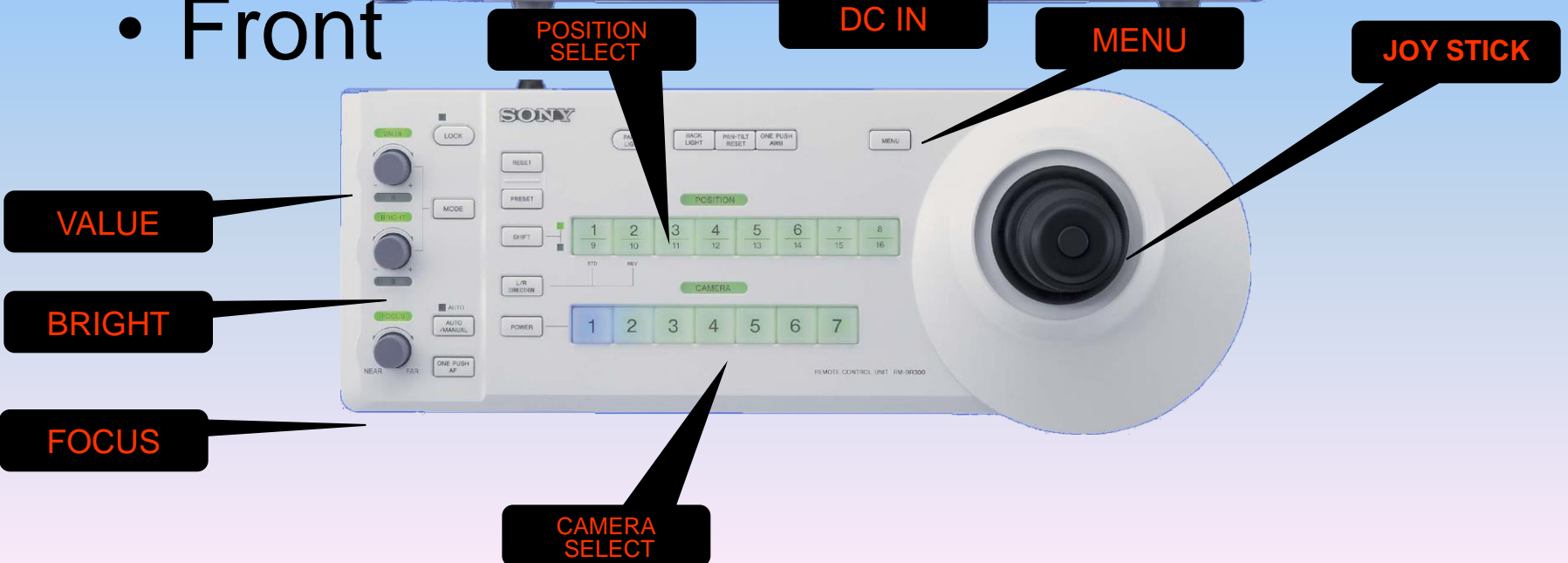


# Appearance - RM-BR300

- Rear

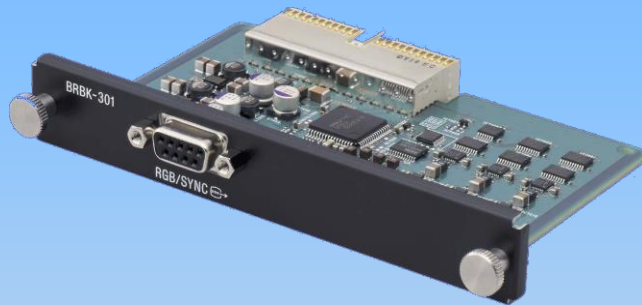


- Front

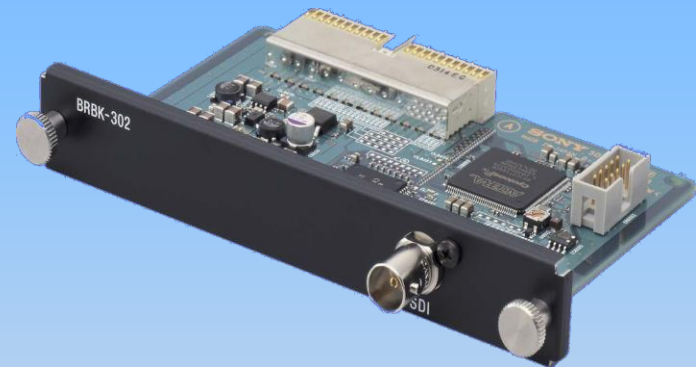


# Appearance - Optional card

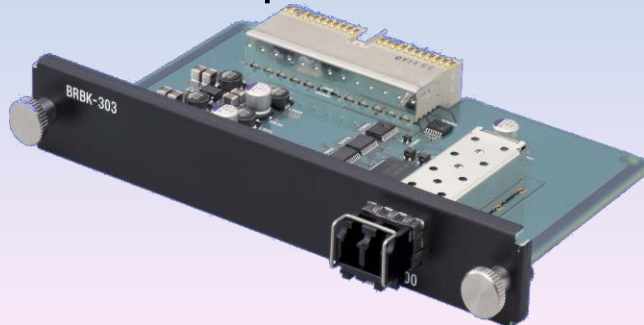
- BRBK-301
  - Analog (Y/R-Y/B-Y , R/G/B)



- BRBK-302
  - SDI



- BRBK-303
- Fiber Optic



- BRBK-304
  - IEEE1394





# List prices



BRU-300  
\$2100

BRBK-301  
RGB  
\$499



BRC-300  
\$5499



CCFC-M100  
\$799

BRBK-302 SDI  
\$975



RM-BR300  
\$1500

BRBK-303  
Fiber \$985



# Questions & Answers

**Please enter your questions using  
text messaging feature now . . .**

# **Service Issues**

Bill Cubellis - Service Administration

# Sony Professional Service

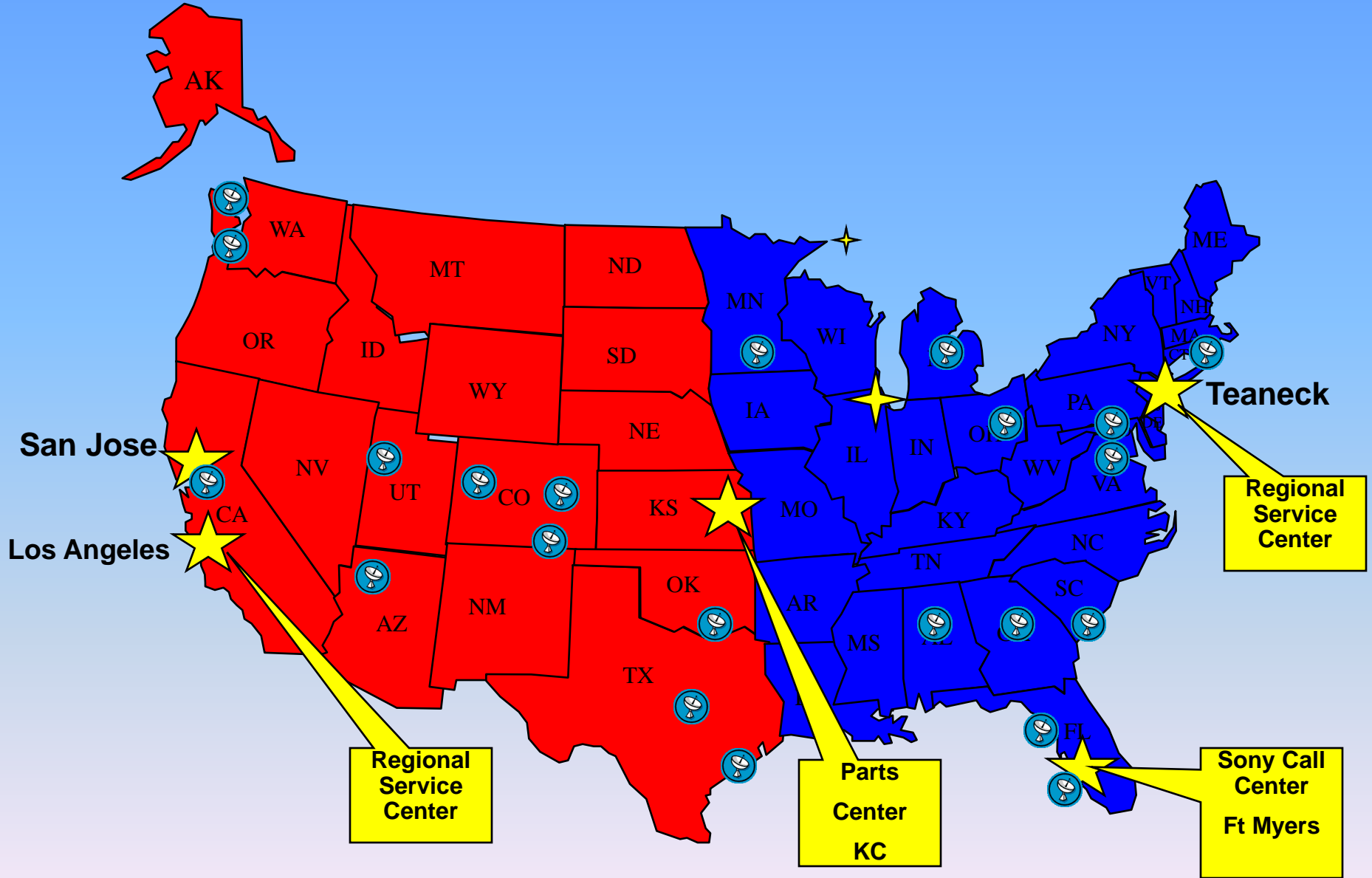
# Sony Professional Service

- 250 professionals with many years of experience
- Northface award for Outstanding Service three years running
  - Northface is a Service Industry tracking organization equivalent to JD Powers

# SPS Repair Offerings

- Depot repair facilities
  - 2 RSC's (LA and Teaneck, NJ)
  - 1 FRB Center (San Jose, CA)
- Field Service
  - 20 major markets covered
- National Parts Center
  - Centrally located in KC

# SPS Field Map



ServicesPLUS<sup>SM</sup>



[ServicesPLUS<sup>SM</sup>](#)[PartsPLUS<sup>SM</sup>](#)[SoftwarePLUS<sup>®</sup>](#)

Welcome to  
ServicesPLUS<sup>SM</sup>

## Member Login

Username:

Password:

**LOGIN**

[Forgot your password?](#)

Sony Professional Services is pleased to provide "ServicesPLUS<sup>SM</sup>" system as our latest innovation for making your business operation run better. PartsPLUS<sup>SM</sup> system's "Parts Finder" provides access to exploded views for hundreds of professional products and their full complement of parts. The PartsPLUS<sup>SM</sup> system's "Quick Parts Search" provides access to all parts, and the SoftwarePLUS<sup>®</sup> system provides the ability to order software kits. Register and you will have access to several powerful features including "My Catalog" for frequently ordered parts, real time availability, order status and tracking. Additionally, "Notify Me" allows us to send you the latest information about software updates and special offers for the product categories you select.

Click here to

**REGISTER NOW**

*Professional Services*



# Sony “ServicesPLUS” Service

- Sony’s latest Service Innovation
- On Line Parts and Software ordering  
Fast – Real Time processing speed
- Located at [www.sony.com/ServicesPLUS](http://www.sony.com/ServicesPLUS)

# Intuitive WEB based system

- Order tracking and history on-line
- E-Mail Quotes from shopping carts
- 7 – SAVE-ABLE Shopping Carts
- Open Account and Credit Card payment options
- "Quick Order" screen
- Single “Sign On” for current & future applications
- Help and “Contact Us” area

[View Current Cart](#)

Item Number	Description	Quantity Requested	Quantity Available	Your Price	List Price	Extended Price	Remove from Cart
369138801	CHASSIS,REAR	<input type="text" value="1"/>	0	\$53.15	\$53.15	\$53.15	<input type="checkbox"/>
X36783917	CHASSIS,FRONT ASSY	<input type="text" value="1"/>	1	\$103.16	\$103.16	\$103.16	<input type="checkbox"/>
A8275141C	*FRB: MOUNTED C. BOARD VPR-1A	<input type="text" value="1"/>	0	\$4072.97	\$4072.97	\$4072.97	<input type="checkbox"/>
*FRB: This price includes a refundable core charge of \$2036.00. If you return the faulty part within 60 days you will receive a \$2036.00 credit.							
DVW500MAJ	*KIT: DVW500 MAJOR OVERHAUL KIT	<input type="text" value="1"/>	0	\$4187.50	\$4926.60	\$4187.50	<input type="checkbox"/>
Kit Part Description		Kit Quantity		Quantity Available		List Price	
BRAKE ASSY		2		2		\$16.16	
COMP DRUM ASSY (DJH-03A-R)		1		1		\$2763.77	
RING ASSY, SLEDING		1		1		\$251.66	
T-TEN ASSY		1		1		\$220.05	
CASSETTE SVC		1		1		\$412.66	
RM ASSY		2		2		\$88.28	
TENSION REGULATOR ASSY (RP)		1		1		\$311.49	
DRAWER ASSY, T		1		1		\$188.16	
CLEANER (B) ASSY (RP), HEA		1		1		\$62.02	
BOX ASSY (RP), GEAR		1		1		\$129.24	
MOTOR ASSY (RP), CAPSTAN		1		1		\$181.28	
ROLLER, RING		2		2		\$3.29	
ROLLER, (B) RING		1		1		\$3.96	
GUARD, PINCH ARM		1		1		\$3.95	
RAIL, CL GUIDE		1		1		\$5.58	
FILTER		1		1		\$1.34	
CTL HEAD, PS244-21B		1		1		\$171.00	
SUB TOTAL						\$8416.78	

SAVE CART

CHECKOUT

UPDATE CART

Real Time Availability

FRB Core Return Charges Identified

Discounted Parts Kits for Product Overhauls

# Powerful tools

- Multiple SEARCH options
- “Power search” Parts and Software
- E X P L O D E D product diagrams
- Overhaul kits and FRB's
- Software downloads with release notes
- Order tracking and history on-line

# User Friendly features

- “My Catalog” is a customizable shopping list
- “Notify Me” keeps you up to date with relevant information

## View Order Detail

Your Order Number is SB168671

Your PO Number is NO-PO-REQ

## Billing Info

██████████ INC.  
Accounts Payable ██████████  
CA 91505 ██████████  
██████████

## Shipping Info

██████████ INC.  
██████████ Avenue Burbank, Ca  
CA 91505

## Order Details

Item Number	Description	Quantity	Item Price	Total Price	Cancel
A8311121A	MOUNTED C.BOARD,PR-216 COMP	1	\$2012.32	\$2012.32	
A8271133A	QT:MOUNTED C. BOARD, PS-264	1	\$130.49	\$130.49	<a href="#">CANCEL</a>
A8271135A	MOUNTED C. BOARD, TG-102	1	\$169.60	\$169.60	
A8271139A	MOUNTED C. BOARD, MB-380	1	\$233.06	\$233.06	
A8271138A	MCB, PA-134	1	\$77.79	\$77.79	

## Invoices

Part Number	Description	Quantity	Item Price	Total Price	Return
No invoices available.					

Check Order  
Detail for Current  
Status

Cancel Items not  
Picked

View Invoice  
Details

Request a Return  
Authorization

# Essential business functionality

- No hold time, no tying up phone lines
- Real time inventory information
- Order tracking and order history on-line
- 7 days a week, 21 hours a day (6am-3am ET)
- Immediate allocation and confirmation
- Promotional area for saving opportunities



# Other Issues

- Buying repair parts
  - Open Account status with Sony continues?...
    - No change
  - No Open Account status with Sony...
    - No parts account, no discount
    - Can purchase on Credit Card for Sony
    - Can purchase through parts distributors
- CPRF (Certified Professional Repair Facility)
  - Status will not change

# Questions & Answers

**Please enter your questions using  
text messaging feature now . . .**



# Thanks for attending!

